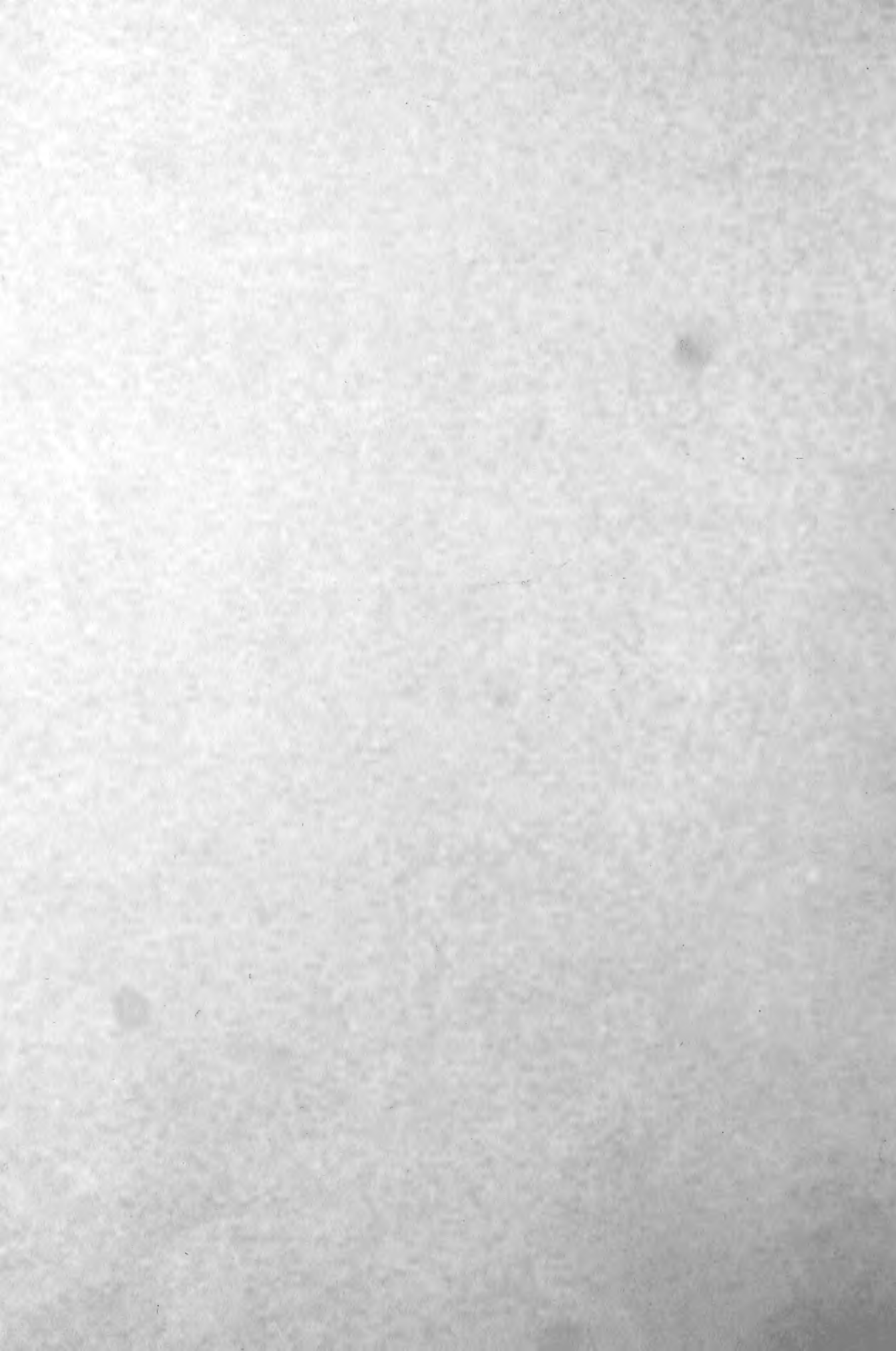
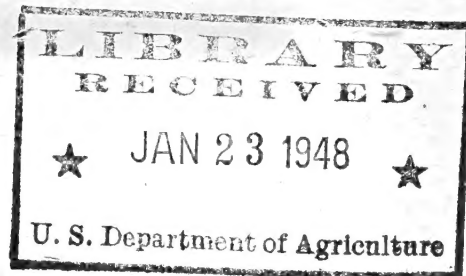


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.61



Chrysanthemum

ROOTED CUTTINGS

Price List for 1948



GENEVA FLORAL CO.

P. O. Box 173, GENEVA, N. Y.

FARM, GREENHOUSES AND OFFICE

Border City, E. North St., just outside Geneva

INSTRUCTIONS FOR ORDERING

WHEN ORDERING:

Each variety ordered must be in multiples of 25.
Minimum order 100 cuttings.

PRICES:	Orders	Regular	Special and Newer
	Totaling	Varieties	Varieties marked with (*)
	100 to 475 cuttings.....	\$ 5.00 per 100	\$ 6.00 per 100
	500 to 975 cuttings.....	4.50 per 100	5.50 per 100
	1000 or more cuttings.....	40.00 per 1000	50.00 per 1000

DISCOUNTS: 5% Discount for all CASH WITH ORDER orders.
2% Discount if Charge Orders are paid WITHIN 10 DAYS from date of Invoice.

TERMS: ALL CHARGE ORDERS will become due in 30 days from date of Invoice. Cash to all customers without established credit—at least 50% of the amount must be enclosed with your order if you want us to send it C.O.D. This part payment is necessary because of the perishable nature of the cuttings. If the shipment is refused for any reason it is usually a total loss.

DELIVERY: All shipments will be made by Express collect. F.O.B. Geneva, N. Y. They are automatically insured.

CLAIMS FOR DAMAGE: If plants are damaged upon arrival, NOTIFY YOUR EXPRESS AGENT IMMEDIATELY. Get a BAD ORDER REPORT made out and signed by him. If this is done, your claim will receive prompt attention. You may file the claim direct, or if you prefer, mail us the bad order report, invoice and express receipt, and we will file claim for you. Our packing is all done by men of experience who have done it for years and any trouble must be settled with the carrier. However, we will do all we can to assist you.

NO GUARANTEE: While we use every possible care to have all varieties properly labeled and true to name, we give no warranty expressed or implied, also we cannot guarantee a crop as growing depends entirely upon the grower.

CANCELLATION: Must reach our office before shipment has been made. However, if all or any part of your order has been shipped, we can cancel the UNSHIPPED PORTION only.

CARE OF CUTTINGS WHEN RECEIVED: We pack rather dry purposely to avoid rot. If your cuttings seem wilted remove wrappers and dip them tops and all in cool water and set the roots loosely in a flat of damp moss for a few hours, or over night, out of doors in the shade or under a cool bench where the wind does not blow on them. If you do this you will find they will revive 100% and then are ready to pot or transplant. **NEVER POT A WILTY PLANT.** You may need to shade some according to the weather. A little wilting after potting will not harm and a light syringing occasionally will help very much. If cuttings are crisp the morning after 24 hours from potting this shows they are taking water and your danger from shipping is over.

Orders accepted will be subject to the above terms.

WE GROW OUR OWN

POMPONS, SINGLE AND ANEMONE VARIETIES

Size of flower is indicated by S—Small; Int.—Intermediate; L—Large.
Types are abbreviated as follows: Pom.—Pompon; Dec.—Decorative;
Sgl.—Single; Anem.—Anemone.

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

D—Indicates varieties most suitable for disbudding.

YELLOW

Name and Description	Size and Type	Pinching Date	Ma- tures
S Yellow Irene. Light lemon yellow . . .	Short, S. Pom.	July 8	Oct. 15
S Rodell Improved. Light lemon yellow	Short, Int. Pom.	July 8	Oct. 20
S Golden Spray. Deep lemon yellow . . .	Med., Int. Pom.	July 12	Oct. 23
S Yellow Dot. Yellow, bronze center . . .	Med., Int. Pom.	July 12	Oct. 25
S Yellow Arcadia. Pernet Yellow	Med., Int. Pom.	July 16	Oct. 28
S Yellow Daisy. Deep lemon yellow . . .	Med., Int. Sgl.	July 16	Nov. 1
SD Mary Lennon Hall. Lemon yellow . . .	Tall, Int. Pom.	July 16	Nov. 1
D Yellow Sea Gull. Light lemon yellow	Tall, Int. Pom.	July 16	Nov. 1
S Nuggets. Light lemon yellow	Short, S. Pom.	July 19	Nov. 5
Pixie. Deep golden yellow	Med., S. Pom.	July 19	Nov. 10
S Princeton. Orange yellow	Med., Int. Dec.	July 22	Nov. 15
SD Yellow Fellow. Deep lemon yellow . . .	Med., Int. Dec.	July 22	Nov. 15
P Sunray. Light lemon yellow	Med., Int. Anem.	July 22	Nov. 15
SD Susanne Miller. Buff yellow	Tall, L. Anem.	July 25	Nov. 18
D Goldsmith. Golden yellow	Med., Int. Dec.	July 28	Nov. 25
P Yellow Cordova. Lemon yellow	Med., Int. Dec.	July 28	Nov. 30
D Yellow Supreme. Buff yellow	Med., L. Anem.	Aug. 2	Dec. 10
December Gold. Deep golden yellow	Med., Int. Dec.	Aug. 4	Dec. 15
Yellow Garza Supreme. Lemon yellow	Short, Int. Anem.	Aug. 7	Dec. 15
Vibrant. Deep lemon yellow	Med., Int. Dec.	Aug. 7	Dec. 20
Yellow Snow. Deep lemon yellow . . .	Med., Int. Pom.	Aug. 7	Dec. 30

*See prices inside front cover

WHITE

Name and Description	Size and Type	Pinching Date	Ma- tures
SP White Jewell. Light pink	Short, S. Pom.	July 8	Oct. 15
SD Silver Ball.....	Med., L. Pom	July 8	Oct. 15
S Irene.....	Short, S. Pom	July 8	Oct. 15
S Arcadia.....	Med., Int. Pom.	July 16	Oct. 28
SD Sea Gull. Cream white.....	Tall, Int. Pom.	July 16	Nov. 1
SD White Doty. Ivory white.....	Med., L. Pom.	July 16	Nov. 1
S Rev. Horace Bushnell. Cream white.	Tall, Int. Pom.	July 19	Nov. 8
*Vesper.....	Int. Pom.	July 19	Nov. 10
SPD Little America.....	Med., Int. Anem.	July 19	Nov. 10
SPD Richard Mandel.....	L. Pom.	July 19	Nov. 10
SD White Frieda. Yellow Cushion.....	Med., L. Anem.	July 22	Nov. 15
D Long Island Beauty. White, yel. cush.	Med., L. Anem.	July 25	Nov. 20
P Cordova. Cream white.....	Med., Int. Dec.	July 28	Nov. 30
Yukon.....	Tall, Int. Sgl.	Aug. 2	Dec. 10
D White Supreme.....	Med., L. Anem.	Aug. 2	Dec. 10
Garza Supreme.....	Short, Int. Anem.	Aug. 7	Dec. 15
Snow. Ivory white.....	Med., Int. Pom.	Aug. 7	Dec. 30
*Revelation.....	Med., Int. Pom.	Aug. 10	Dec. 30

BRONZE AND RED

Roman Bronze.....	Tall, Int. Pom.	July 12	Oct. 20
S Adelaide. Dark reddish bronze.....	Med., S. Pom.	July 12	Oct. 23
SD Jemima. Dark reddish bronze.....	Med., Int. Pom.	July 12	Oct. 23
S Firebird. Dark reddish bronze.....	Med., Int. Dec.	July 12	Oct. 25
Cassandra. Orange bronze.....	Med., Int. Pom.	July 19	Nov. 5
*Navaho. Deep crimson.....	Med., Int. Pom.	July 19	Nov. 5
S Red Daisy. Deep red.....	Med., Int. Sgl.	July 19	Nov. 5
PD Red Melba. Light red.....	Short L. Sgl.	July 19	Nov. 10
SD Bronze Masterpiece. Rosewood bronze	Med., Int. Pom.	July 22	Nov. 15
S Red Princeton. Brazil red.....	Med., Int. Dec.	July 22	Nov. 15

*See prices inside front cover

BRONZE AND RED—Con't.

Name and Description	Size and Type	Pinching Date	Ma- tures
Legal Tender. Bronze and gold.....	Med., Int. Dec.	July 25	Nov. 20
PD Red Rolinda. Deep reddish bronze...	Med., Int. Anem.	July 25	Nov. 23
D*Bronze Goldsmith. Mars orange.....	Med., Int. Dec.	July 28	Nov. 25
Dorothy Turner. Deep reddish bronze	Med., Int. Pom.	July 28	Nov. 25
Yolanda. Light orange bronze.....	Med., S. Anem.	July 28	Nov. 25
D Bronze Supreme. Light bronze.....	Med., L. Anem.	Aug. 2	Dec. 10

PINK

S Jewell. Lavender.....	Med., S. Pom.	July 8	Oct. 15
S Capt. Cook. Deep rose pink.....	Tall, Int. Pom.	July 12	Oct. 23
S Jessie. Light lavender.....	Med., Int. Pom.	July 12	Oct. 25
S Pink Dot. Light pink.....	Med., Int. Pom.	July 12	Oct. 25
S October Pink. Light lavender.....	Med., Int. Sgl.	July 16	Oct. 28
SD Lillian Doty. Light rose pink.....	Med., L. Pom.	July 16	Nov. 1
SPD Thyra. Lavender.....	Med., L. Pom.	July 19	Nov. 10
SPD Queen of Pinks. Lavender.....	L. Pom.	July 19	Nov. 10
SPD Masterpiece. Tourmaline pink.....	Med., Int. Pom.	July 22	Nov. 15
Orchid Beauty. Orchid golden cushion	Med., Int. Anem.	July 22	Nov. 15
SD Frieda. Light lavender, yellow cush.	Med., L. Anem.	July 22	Nov. 15
SD Norma. Pink petals, salmon cushion	Tall, L. Anem.	July 25	Nov. 18
SD Dark Pink Norma. Deep lavender....	Tall, L. Anem.	July 25	Nov. 18
Usona. Lavender.....	Med., Int. Pom.	July 28	Nov. 25
Uneeda. Lavender.....	Int. Pom.	July 28	Nov. 25
D Valencia. Orchid pink.....	Tall, L. Sgl.	July 28	Nov. 28
D Dark Pink Valencia. Orchid pink....	Tall, Int. Sgl.	July 28	Nov. 28
P*Riveria. Luminous pink.....	Int. Dec.	Aug. 2	Dec. 10
D Dark Pink Supreme. Lavender.....	Med., L. Anem.	Aug. 2	Dec. 10

*See prices inside front cover

LARGE FLOWERING COMMERCIAL VARIETIES

Note

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

Name and Description	Size and Type	Pinching Date	Ma- tures
Smith's Early White.....	Int. Semi-Inc.	July 4	Oct. 5
S Silver Sheen.....	Int. Inc.	July 12	Oct. 20
Ambassador. Cream white.....	L. Inc.	July 12	Oct. 23
S Albatross.....	L. Inc.	July 16	Nov. 1
S Betsy Ross. Ivory white.....	L. Inc.	July 16	Nov. 1
*William Turner. White.....	L. Inc.	July 19	Nov. 5
S*Indianapolis White.....	Int. Inc.	July 19	Nov. 8
Jean Elizabeth.....		July 19	Nov. 10
Monument. Ivory white.....	L. Inc.	July 22	Nov. 15
SP Marketeer.....	Int. Semi-Inc.	July 25	Nov. 18
S Mefo. Ivory white.....	L. Inc.	July 25	Nov. 20
P White Frick. White suffused pink...	Int. Inc.	July 28	Nov. 25
Chattanooga.....	L. Inc.	July 28	Nov. 25
December Glory Large. Ivory white.	Int. Inc.	July 31	Dec. 1
Improved December Beauty.....	L. Inc.	Aug. 2	Dec. 8
White Mistletoe.....	Int. Inc.	Aug. 2	Dec. 10
P Smith's Late White. Ivory white.....	Int. Semi-Inc.	Aug. 4	Dec. 15

PINK

S Pink Chief. Lavender.....	Int. Inc.	July 8	Oct. 15
SP Justrite. Light rose pink.....	S. Inc.	July 8	Oct. 15
Major Ed. Bowes. Deep lavender...	Int. Inc.	July 12	Oct. 20
*Pink Turner. Lavender.....	L. Inc.	July 19	Nov. 5
S*Indianapolis Pink. Deep lavender...	Int. Inc.	July 19	Nov. 8
S Orchid Queen. Orchid pink.....	L. Inc.	July 19	Nov. 10
Thanksgiving Pink. Amaranth.....	Int. Ref.	July 25	Nov. 23
P Helen Frick. Rose pink.....	Int. Inc.	July 28	Nov. 23
Edwin Seidwitz. Lavender.....	Int. Inc.	July 28	Nov. 25
Pink Mistletoe. Lavender.....	Int. Inc.	Aug. 2	Dec. 10

*See prices inside front cover

YELLOW

Name and Description	Size and Type	Pinching Date	Ma- tures
P Gold Lode. Light golden yellow.....	Int. Ref.	July 4	Oct. 5
SP Mrs. H. E. Kidder. Deep lemon yel.	L. Inc.	July 12	Oct. 20
Yellow Ambassador. Light lemon yel.	L. Inc.	July 12	Oct. 23
SP Blazing Gold. Deep golden yellow....	Int. Inc.	July 12	Oct. 25
S Sunglow. Golden yellow.....	L. Inc.	July 12	Oct. 25
S Good News. Deep lemon yellow.....	Int. Inc.	July 16	Nov. 1
*Yellow Turner. Light yellow.....	L. Inc.	July 19	Nov. 5
S*Indianapolis Yellow. Lemon yellow..	Int. Inc.	July 19	Nov. 8
P Cardonia. Deep golden yellow.....	Int. Inc.	July 19	Nov. 10
SP Penrod. Golden yellow.....	Int. Inc.	July 19	Nov. 10
Yellow Monument. Light lemon yel.	L. Inc.	July 22	Nov. 15
S Yellow Mefo. Lemon yellow.....	L. Inc.	July 25	Nov. 20
SP Bonnaffon De luxe. Golden yellow...	S. Inc.	July 25	Nov. 20
P Friendly Rival. Deep chrome yellow.	L. Inc.	July 25	Nov. 23
Marie DePetris. Deep golden yellow.	L. Inc.	July 25	Nov. 23
P Sungold. Lemon yellow.....	Int. Semi-Inc.	July 28	Nov. 25
S Golden Pearson. Light golden yellow	Int. Inc.	July 28	Nov. 25
Golden Mrs. Ross. Golden yellow...	L. Inc.	July 31	Dec. 3
Golden Mistletoe. Light golden yel..	L. Inc.	Aug. 2	Dec. 10
P Improved Tobin's Late Yellow.....	Int. Semi-Inc.	Aug. 4	Dec. 15

BRONZE AND RED

S Indianola. Light reddish bronze.....	Int. Semi-Inc.	July 8	Oct. 15
S Detroit News. Reddish bronze.....	Int. Inc.	July 16	Nov. 1
S*Indianapolis Bronze. Buff bronze....	Int. Inc.	July 19	Nov. 8
S*Anaconda. Deep coppery red.....	Int. Inc.	July 22	Nov. 15
Garnet King. Dark red.....	Int. Ref.	July 25	Nov. 18
Gladys Pearson. Light buff bronze...	Int. Inc.	July 28	Nov. 25
Oak Leaf. Reddish bronze.....	Int. Inc.	July 28	Nov. 25
P Bronze Frick. Light bronze.....	Int. Inc.	July 28	Nov. 25
Bronze Mistletoe. Buff bronze.....	Int. Inc.	Aug. 2	Dec. 10

*See prices inside front cover.

FOLLOW
YOUR
MUMS
WITH
SNAPS

Write for Our List

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